



News from the Tobacco Prevention and Control Program

State Tobacco Program loses two of its best -- goodbye Larry and Marie

The state Tobacco Program had to wish two of its employees a fond farewell: Marie Hruban and Larry Champine. Marie has been the manager for the program's contracts with the Educational Service Districts. Additionally, she has been in charge of the Clearinghouse, and has done most of the coordination of the program's regional and statewide contractors' meetings. Marie has accepted a position at the Department of Health's Women, Infant, and Children (WIC) program. Larry has performed a wide variety of internal and external communications duties including the production of this newsletter, production of the program's annual report, and the rebuilding and maintenance of the program Web site. Larry has taken a position with the Department of Health's bioterrorism project. These changes are a result of a department-wide reduction in force. Carla Huyck now will manage Educational Service District contracts. Bonita Hill will help to coordinate Implementation Advisory Committee activities. The program is investigating ways to continue the rest of Marie and Larry's work.

For further information contact Terry Reid at (360) 236-3665 or email terry.reid@doh.wa.gov

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Operation Storefront makes a comeback

Operation Storefront is returning to Washington! Some of you may remember a number of years ago DOH held the first Operation Storefront training to assess the impact of point-of-sale advertising of tobacco products at local retail outlets. The project, first conducted in California counted the number of tobacco ads outside and inside a store, as well as assessed cigarette and tobacco placement within the store. The goal was to examine industry marketing towards youth in venues frequented by them.

In Washington, as in other states, it was found that stores close to schools displayed more tobacco ads inside and outside the store than those not near schools. In addition, results showed the tobacco products were frequently placed in areas directly accessible and visible to young children, such as near candy and at heights of 3 feet and below.

This October (8th in Seattle, 9th in Yakima), DOH is sponsoring a new Operation Storefront training. The goal is to reinvigorate the project and re-assess the results.

This year, Ellen Feighery of the Public Health Institute of California, will present the training. She is one of the original architects of Operation Storefront. The program has been significantly revised to gain more detailed information on who is doing what in communities. The updated program still counts advertising in local retail outlets and allows us to see what specific companies are doing in regard to ad and product placement. We hope you will attend the training and update your knowledge and skills in this very important project.

To register or for further information contact Tom Wiedemann at (360) 236-3643 or email Tom.Wiedmann@doh.wa.gov

Clearinghouse changes

Beginning September 1, Bonita Hill will be the person to contact for Clearinghouse information.

Please note, that all requests for Clearinghouse materials must be submitted on the Forms and Publications Request form available on the statewide tobacco program's Web site at <http://www.doh.wa.gov/Tobacco/contractors/pubform.doc>. You can fax the completed form to (360) 236-3646 or save it after you have completed it and attach it to an email addressed to tobacco.clearing@doh.wa.gov. Please include your email address and a street address. We cannot deliver materials to a post office box.

For further information contact Bonita Hill at (360) 236-3642 or email bonita.hill@doh.wa.gov

College campus study underway

This fall, 27 colleges and universities in Idaho, Oregon, and Washington will participate in the Campus Health Action on Tobacco Study, which is aimed at measuring the effectiveness of a campus-based anti-tobacco program.

The study is a randomized, controlled trial testing whether a comprehensive tobacco control program on college campuses will decrease the proportion of students who take up smoking when they begin college, and decrease the number of students who progress from occasional to regular tobacco use while in college.

The National Cancer Institute awarded a four-year grant to the Fred Hutchinson Cancer Research Center, which is collaborating with the Group Health Center for Health Promotion, the University of Washington's Department of Family Medicine, and the State health departments of Oregon and Washington. Local tobacco control coalitions also will be involved in the project.

After a baseline student survey is completed this fall, the institutions will be put into an intervention or control group. The intervention group will be offered support for

developing a comprehensive tobacco control program on each campus. The 18-month intervention phase of the study will begin in January. College administrators at all institutions will be surveyed before the intervention phase and again in fall 2004.

Colleges and universities participating in the study are Central Washington University, Concordia University, Cornish College of the Arts, Eastern Oregon University, Eastern Washington University, Gonzaga University, Heritage College, Lewis and Clark College, Lewis-Clark State College, Linfield College, Oregon Institute of Technology, Oregon State University, Pacific University, Pacific Lutheran University, Portland State University, Seattle Pacific University, Seattle University, Southern Oregon University, University of Idaho, University of Oregon, University of Portland, University of Puget Sound, Warner Pacific College, Washington State University, Western Baptist College, Whitworth College, and Willamette University.

For further information contact either Tamatha Thomas-Haase at 360-236-3722 or email Tamatha.Thomas-Haase@doh.wa.gov or Julia Dilley at 360-236-3632 or mail Julia.Dilley@doh.wa.gov

Don't touch that tobacco company money

The Lorillard Tobacco Company has been promoting its Teen H.I.P (Helping Influence People) scholarships to schools and public agencies in Washington. The program offers \$10,000 scholarships to teens who choose not to smoke. Please, do not assist Lorillard by promoting or publicizing its program.

It is problematic for a government agency to be promoting involvement with the tobacco industry, particularly an agency that is working with youth on prevention issues. Following is some information from the Campaign on Tobacco Free Kids that summarizes things pretty well, along with a link to the fact sheets relating to this problem.

"The major cigarette and smokeless tobacco companies offer funding, materials and other assistance to schools, which they say is meant to support school anti-smoking efforts. But at the same time, these same companies are spending billions of dollars each year to market their deadly and addictive products. Much of this marketing directly targets kids, and the cigarette companies rely on new youth smokers to replace their adult customers who die or quit. There is hard evidence that the companies have targeted kids with their marketing and market research efforts for years. It is also clear that the tobacco companies are not providing funding and materials to schools out of a sincere desire to reduce youth smoking but to improve their image, cultivate local allies, reduce the demand for effective government-supported anti-smoking measures, and indirectly market their names and products to kids."

This paragraph comes from the "Tobacco-Free Funding Sources for School Anti-Smoking Programs" and is accessible at the Campaign Web site:

<http://tobaccofreekids.org/research/factsheets/index.php?CategoryID=15>

It may be "a lot of money" but that is how the tobacco industry works. It is incompatible with prevention goals to be partnering with an industry that is selling the product whose use the program is trying to stop.

For further information contact Tom Wiedemann at (360) 236-3643 or email tom.wiedeman@doh.wa.gov

An update from our cousins at the American Lung Association

T.A.T.U. has another successful year thanks to many

The American Lung Association of Washington would like to extend a big CONGRATULATIONS to all the Washington state Teens Against Tobacco Use (T.A.T.U.) facilitators, trainers, and teens. You made tobacco prevention this year a huge success and you are improving the lives of thousands of Washington youth. This year the T.A.T.U. program grew statewide through increased trainings for facilitators and teens, increased mini-grant funding for youth, material updates, and increased technical assistance.

Our first year of mini-grant funding was a great success. Projects funded ranged from "Night Grind," an anti-tobacco skateboarding event in Spokane to an innovative T.A.T.U. Jeopardy game in Everett. Local T.A.T.U. groups also were able to buy supplies and materials for their presentations and t-shirts for their anti-tobacco youth clubs, and fund additional outreach projects in their communities.

Welcome new T.A.T.U. staff

Please join us in welcoming two new T.A.T.U. coordinators. Kim Burkey, the new Western Washington coordinator, is formerly with the American Lung Association of Oregon and is a T.A.T.U. trainer and a Not On Tobacco trainer and has a strong background working with alternative schools and youth. Todd Kent, the new Central Washington coordinator, has been working with the American Lung Association of Washington in our Yakima office managing our Youth Access Program. Todd brings a strong background working with youth and experience in tobacco control. Welcome Kim and Todd!

Planning for next year

If you have training dates already scheduled for T.A.T.U. or need help establishing facilitator or teen trainings, please contact your local T.A.T.U. coordinator:

Kim Burkey, Western Washington (206) 441-5100

Cheryl McDonald, Peninsula and Southwest Washington (360) 807-0093

Todd Kent, Central Washington (509) 248-4384

Marion Relph, Eastern Washington (509) 325-6516

Fall regional meetings canceled

The regional contractor meeting scheduled for October 10 has been canceled. Statewide tobacco program manager Terry Reid notes, "October is already crowded with events such as the Joint Conference on Health on October 7-9 and the Prevention Summit in Yakima on October 24-26. Additionally, much of what we are working on for the next

year is in the early developmental stage and we believe it will be more useful to contractors if we wait to report on those activities when they are a little further along.” The next regional contractors’ meeting is scheduled for January 15, 2003.

And remember, the statewide program conducts regular updates of its activities in several program areas through regular conference calls. The next scheduled conference calls are:

Youth Access – 10 a.m., September 18

Secondhand smoke – 10 a.m., September 19

Cessation – 10:30 a.m., October 1

For further information contact Terry Reid at (360) 236-3665 or email terry.reid@doh.wa.gov

Resource for health care professionals to help patients quit

Medical professionals looking for good information about identifying smokers during oral examinations and helping them to quit smoking may want to take a look at the CD available from the Voices of Detroit Initiative, Detroit/School of Dentistry, University of Michigan.

The CD has detailed information, designed for primary care providers and other health professionals, on anatomy, disease, process, signs and symptoms, prevention, and screening. The CD also has an extensive module on tobacco cessation.

The CD is sponsored by the Continuing Medical Education Program of Wayne State University’s School of Medicine (4 credit hours). All forms and questionnaires are on the CD. The CD on oral health screenings, including slides and video, can be found on the Web site <http://oralhealth.dent.umich.edu/VODI/html/index.html>. Or you can order the CD by mailing your request and a check for \$10 written to “School of Dentistry, University of Michigan” to this address:

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In the news

Tacoma News Tribune supports tobacco program

<http://www.tribnet.com/opinion/story/1689138p-1806347c.html>

Blue-collar workers more likely to be exposed to secondhand smoke on the job

<http://www.cdc.gov/niosh/tobsmoke.html>

Snuff maker pulls ad request

<http://www.washingtonpost.com/wp-dyn/articles/A40934-2002Aug20.html>

Web sale of tobacco costing states

[http://www.boston.com/dailyglobe2/225/metro/Web_sale_of_tobacco_costing_states+.sh
tml](http://www.boston.com/dailyglobe2/225/metro/Web_sale_of_tobacco_costing_states+.sh
tml)

Web site and ads promote smoke-free restaurants

Stan Glantz introduces a very thorough Web site that addresses the politics and benefits of smoke-free restaurants.

<http://www.nytimes.com/2002/08/07/business/media/07ADCO.html>

Cigarettes hook teens quicker than previously believed

<http://www.tribnet.com/news/story/1683341p-1800252c.html>